



General Plan Update, Phase 2

Summary of Community Engagement Effort

Relative to outreach for other special projects undertaken by the City of Oceanside, community engagement in support of the second phase of the City's General Plan Update has been unprecedented in its scope and character. The project team has employed a wide range of engagement tools and methods, utilized multiple forms of media to foster community awareness of the project and associated events, and maintained an "open door" approach to ad hoc dialogue with community groups and individual community members.

To engage the City's Hispanic community, the project team has presented at various forums attended by Spanish-speaking community members, offered online surveys in Spanish, provided Spanish translation at workshops and open house events, and posted outreach materials in Spanish at the City's community resource centers, local businesses, and local service providers.

Engagement activities and associated stakeholder input have been extensively documented. Reports and summaries of engagement activities are posted to the project website, onwardoceanside.com.

The project team has reached out directly to community groups to seek their input on various components of the project. Some of the community groups that have been actively involved in the project include:

- Oceanside Chamber of Commerce
- MainStreet Oceanside
- Safe Routes to Healthy Places
- Oceanside Coastal Neighborhood Association (OCNA)
- South Oceanside Community and Merchants Association
- Visit Oceanside
- Sierra Club
- Preserve Calavera
- Buena Vista Audubon Society

The project team has assembled an interested parties list of more than 1,600 community members, business owners, and other stakeholders. These interested parties receive regular e-blasts on project status and upcoming engagement activities.

As the COVID-19 lockdown occurred approximately two weeks after project initiation in February 2020, early outreach focused on online engagement activities. Online engagement activities have drawn hundreds of community members into substantive discussions on the community vision, project alternatives, neighborhood planning areas, commercial corridor revitalization, climate mitigation efforts, habitat preservation strategies, and other essential GPU topics. The project team shifted its focus to in-person engagement activities once the COVID-19 lockdown was lifted.

The project webpage, onwardoceanside.com, provides detailed information on all components of the project.



New and Updated General Plan Elements

- [Community Engagement Plan](#)
- Online Panel Discussions with Community Members, Responsible Public Agencies, and Subject Matter Experts ([Summary](#))
- [KOCT Video Announcement](#) (Posted on Project Webpage)
- [Introductory Video](#) (Posted on Project Webpage)
- [Technical Background Reports](#) (Posted for Public Review on Project Webpage)
- Online Survey: Neighborhood Planning Areas ([Summary](#))
- Neighborhood Planning Area Online “Office Hours” ([Summaries](#))
- Community Workshop on Community Vision
- Community Open House on Draft General Plan Goals and Policies ([Summary](#))
- Online Survey: Citywide Visioning ([Report](#))
- City Council Discussion Item: Oceanside Community Vision
- City Council Discussion Item: General Plan Alternatives Report

Smart and Sustainable Corridors Specific Plan (SSCSP)

- Community Workshop ([Report](#))
- Panel Discussions with Property Owners and Real Estate Professionals
- [SSCSP Background Report](#) (Posted for Public Review on Project Webpage)
- Online Survey ([Report](#))
- Community Open House ([Outreach Materials](#))

South Morro Hills Community Plan (SMHCP)

- Community Meeting ([Slide Deck](#))
- Community Workshop ([Report](#))
- Stakeholder Interviews ([Report](#))
- Online Survey ([Report](#))
- Community Forum on Agritourism
- Community Forum on Farmland Conservation Strategies
- Multiple Ad Hoc Discussions with SMH Stakeholders

Updated Climate Action Plan (CAP)

- Multiple discussions with community climate action activists
- Online Survey ([Summary](#))

Going forward, community members and other stakeholders will have the opportunity to further review and comment on all project deliverables in conjunction with the Draft Environmental Impact Report (DEIR). At some point during the 45-day public review period for the DEIR, the project team will host a community forum to gather input on project deliverables. This input will inform the preparation of final drafts for City Council review and adoption.